

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**National Media Research Planning & Placement**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 498447 /		<u>Alt Order #</u> 06365975
<u>Product</u> NRCC IE SKED 2		
<u>Contract Dates</u> 10/19/12 - 10/25/12		<u>Estimate #</u> 3337
<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 10/12/12 / 10/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	10/19/12	10/19/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----1--				1	\$2,150.00			
N 2	KVVU	10/19/12	10/19/12	The Dr.Oz Show	3-4p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----1--				1	\$350.00			
N 3	KVVU	10/19/12	10/19/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----2--				2	\$450.00			
N 4	KVVU	10/19/12	10/19/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----2--				2	\$725.00			
N 5	KVVU	10/19/12	10/19/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----3--				3	\$700.00			
N 6	KVVU	10/19/12	10/19/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	----2--				2	\$275.00			
N 7	KVVU	10/22/12	10/22/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$4,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	2-----				2	\$2,150.00			
N 8	KVVU	10/22/12	10/22/12	The Dr.Oz Show	4-5p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$350.00			
N 9	KVVU	10/22/12	10/22/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	2-----				2	\$450.00			
N 10	KVVU	10/22/12	10/22/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	2-----				2	\$725.00			
N 11	KVVU	10/22/12	10/22/12	Extra	M-Sa 8-10p/Su 7-1		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

Contract / Revision	Alt Order #
498447 /	06365975

Contract Dates	Product	Estimate #
10/19/12 - 10/25/12	NRCC IE SKED 2	3337

Advertiser	Original Date / Revision
NRCC	10/12/12 / 10/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$950.00			
N 12	KVVU	10/22/12	10/22/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	3-----				3	\$700.00			
N 13	KVVU	10/22/12	10/22/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	2-----				2	\$275.00			
N 14	KVVU	10/21/12	10/21/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$1,850.00			
N 15	KVVU	10/21/12	10/21/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$1,200.00			
N 16	KVVU	10/25/12	10/25/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$2,150.00			
N 17	KVVU	10/25/12	10/25/12	The Dr.Oz Show	3-4p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$350.00			
N 18	KVVU	10/25/12	10/25/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---2---				2	\$450.00			
N 19	KVVU	10/25/12	10/25/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---2---				2	\$725.00			
N 20	KVVU	10/25/12	10/25/12	BB World Series	330pm-8pm		:30			NM	1	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$9,500.00			
N 21	KVVU	10/25/12	10/25/12	Extra	M-Sa 8-10p/Su 7-1		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$950.00			
N 22	KVVU	10/25/12	10/25/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---3---				3	\$700.00			
N 23	KVVU	10/25/12	10/25/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---2---				2	\$275.00			
N 24	KVVU	10/23/12	10/23/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$2,150.00			
N 25	KVVU	10/23/12	10/23/12	The Dr.Oz Show	4-5p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$350.00			
N 26	KVVU	10/23/12	10/23/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-2-----				2	\$450.00			
N 27	KVVU	10/23/12	10/23/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-2-----				2	\$725.00			

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<u>Contract Dates</u> 10/19/12 - 10/25/12	<u>Product</u> NRCC IE SKED 2	<u>Estimate #</u> 3337
<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 10/12/12 / 10/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 28	KVVU	10/23/12	10/23/12	Extra	M-F 7-730p		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$950.00			
N 29	KVVU	10/23/12	10/23/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-3-----				3	\$700.00			
N 30	KVVU	10/23/12	10/23/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-2-----				2	\$275.00			
N 31	KVVU	10/24/12	10/24/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$2,150.00			
N 32	KVVU	10/24/12	10/24/12	The Dr. Oz Show	3-4p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$350.00			
N 33	KVVU	10/24/12	10/24/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--2----				2	\$450.00			
N 34	KVVU	10/24/12	10/24/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--2----				2	\$725.00			
N 35	KVVU	10/24/12	10/24/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--3----				3	\$700.00			
N 36	KVVU	10/24/12	10/24/12	TMZ	M-Sa 8-10p/Su 7-1		:30			NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$1,350.00			
N 37	KVVU	10/24/12	10/24/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--2----				2	\$275.00			
<b>Totals</b>											<b>63</b>	<b>\$56,400.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/25/12	63	\$56,400.00	\$47,940.00
<b>Totals</b>	<b>63</b>	<b>\$56,400.00</b>	<b>\$47,940.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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REP HEADLINE# 6365975 TRF# 498447  
\$\$\$ UNAPPROVED REV #1 \$\$\$

ADV # ADV. NAME ISS/NRCC-IE REP. # OFF. # 762 SALESMAN #

AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME NMRRP MEDIAASSISTANT

815 SLATERS LANE SALES PRSN PH- TERESA DIFURIA

ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6365975 CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE SKED 2 EST#3337 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT19/12 OCT25/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT12/12 17.29

REP: TO ROSE  
FR NIKKI  
OK'D M1 AND M2  
SEE LINES 38-44  
TOTAL SAME  
PLS CNF THANKS

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 155  
AGENCY PRODUCT CODE = 426  
AGENCY EST# = 3337

2	S		400P-500P	30		\$350.00	10/19	10/19	0		FRI	0
PROGRAM : DR. OZ RA35-64 : 0.9 CON COM1 : DR. OZ												

38	A		300P-400P	30		\$350.00	10/19	10/19	1		FRI	1
PROGRAM : DR. OZ RA35-64 : 0.9 ORD COM1 : TP CHG DUE TO BASEBALL & DEBATE. PRE-BOOKED PLS APPROVE THIS IS A MAKE-GOOD FOR OCT19 ON LINE-2 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT22 ON LINE-11 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT25 ON LINE-17 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT25 ON LINE-21 FOR 1 SPOT/WK												

THIS IS A MAKE-GOOD FOR OCT24 ON LINE-32 FOR 1 SPOT/WK  
THIS IS A MAKE-GOOD FOR OCT24 ON LINE-36 FOR 1 SPOT/WK

39	A	900P-930P	30	\$950.00	10/22	10/22	1	MON	1
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✓ PROGRAM : EXTRA  
RA35-64 : 0.9  
ORD COM1 : TP CHG DUE TO BASEBALL & DEBATE. PRE-BOOKED PLS APPROVE  
PART OF A MAKEGOOD MADE UP OF LINES 38-43

✓40	A	300P-400P	30	\$350.00	10/25	10/25	1	THU	1
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PROGRAM : DR OZ  
RA35-64 : 0.9  
ORD COM1 : TP CHG DUE TO BASEBALL & DEBATE. PRE-BOOKED PLS APPROVE  
PART OF A MAKEGOOD MADE UP OF LINES 38-43

✓41	A	900P-930P	30	\$950.00	10/25	10/25	1	THU	1
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PROGRAM : EXTRA  
RA35-64 : 0.9  
ORD COM1 : TP CHG DUE TO BASEBALL & DEBATE. PRE-BOOKED PLS APPROVE  
PART OF A MAKEGOOD MADE UP OF LINES 38-43

✓42	A	300P-400P	30	\$350.00	10/24	10/24	1	WED	1
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PROGRAM : DR OZ  
RA35-64 : 0.9  
ORD COM1 : TP CHG DUE TO BASEBALL & DEBATE. PRE-BOOKED PLS APPROVE  
PART OF A MAKEGOOD MADE UP OF LINES 38-43

✓43	A	930P-1000P	30	\$1,350.00	10/24	10/24	1	WED	1
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PROGRAM : TMZ  
RA35-64 : 0.9  
ORD COM1 : TP CHG DUE TO BASEBALL & DEBATE. PRE-BOOKED PLS APPROVE  
PART OF A MAKEGOOD MADE UP OF LINES 38-43

✓11	S	700P-730P	30	\$950.00	10/22	10/22	0	MON	0
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PROGRAM : EXTRA  
RA35-64 : 2.0  
CON COM1 : EXTRA

✓17	S	400P-500P	30	\$350.00	10/25	10/25	0	THU	0
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PROGRAM : DR. OZ  
RA35-64 : 0.9  
CON COM1 : DR. OZ

✓20	S	700P-1100P	30	\$9,500.00	10/25	10/25	0	THU	0
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PROGRAM : MLB: WORLD SERIES  
RA35-64 : 14.0  
CON COM1 : MLB: WORLD SERIES

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT12/12 17.29

PROGRAM : MLB: WORLD SERIES  
RA35-64 : 14.0  
ORD COM1 : CORRECT TP.  
THIS IS A MAKE-GOOD FOR OCT22

```
PROGRAM : EXTRA
RA35-64 : 2.0
CON COM1: EXTRA
```

32	S	400E-500E	30	\$350.00	10/24	0	10/24	0	WED	0
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PROGRAM :	DR.	OZ
RA35-64 :	0.9	
CON COM1 :	DR.	OZ

36	730P-800P	30	\$1,350.00	10/24	10/24	0	WED	0
3								

PROGRAM : TMZ  
RA35-64 : 2.5  
CON COM1: TMZ  
STATION MAKEGOOD OFFERS:  
M1 OK'D BUY#2

MISSED: FRI / 400P-500P

BUY#2	MISSED: FRI/400P-500P	OCT19	30S	\$350.00	(OCT12/12)
BUY#11	MON/700P-730P	OCT22	30S	\$950.00	

BUY#17	THU/400P-500P	OCT25	30S	\$350.00
BUY#21	THU/700P-730P	OCT25	30S	\$950.00
BUY#32	WED/400P-500P	OCT24	30S	\$350.00
BUY#36	WED/730P-800P	OCT24	30S	\$1,350.00

PLS ADVISE.

& MON/900P-930P	OCT22	30S	\$950.00
& THU/300P-400P	OCT25	30S	\$350.00
& THU/900P-930P	OCT25	30S	\$950.00
& WED/300P-400P	OCT24	30S	\$350.00
& WED/930P-1000P	OCT24	30S	\$1,350.00

CMT:TP CHG DUE TO BASEBALL & DEBATE. PRE-BOOKED PLS APPROVE

M2	OK'D	BUY#20	MISSED: THU/700P-1100P	OCT25	30S	\$9,500.00	(OCT12/12)
			OFFER: THU/430P-800P	OCT25	30S	\$9,500.00	PLS ADVISE

CMT: CORRECT TP.

REP HEADLINE# 6365975 TRF# 498447  
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT12/12 17.29  
\*\*\*CHANGES\*\*\* \*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

OCT/12 56400.00

CONTRACT TOTAL 56400.00  
TOTAL SPOTS 63

MARKET TOTALS \$225,600 KVVU 25% KSNV 51% KLAS 4% KTNV 17% KVMY 2% KVCW 1% CABL 0%  
KTUD 0%

SVC- NSI  
DEMOS- RA35-64\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6365975  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
OCT8/12 10.18  
\*\*\* KVVU-TV \*\*\*

ADV # ADV. NAME ISS/NRCC-IE REP. # OFF. # 762 SALESMAN #  
AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME NMRRP MEDIAASSISTANT

815 SLATERS LANE SALES PRSN PH- TERESA DIFURIA  
ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6365975 CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE SKED 2 EST#3337 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT19/12 OCT25/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT8/12 10.18

REP: TO ROSE  
FR NIKKI  
NEW NRCC IE SKED 2 ORDER  
TOTAL \$56400  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 155  
AGENCY PRODUCT CODE = 426  
AGENCY EST# = 3337

1			1000P-1100P	30		\$2,150.00	10/19	10/19	1		FRI	1
PROGRAM : FOX 5 NWS-10												
RA35-64 : 3.9												
CON COM1: FOX 5 NWS-10												
2			400P-500P	30		\$350.00	10/19	10/19	1		FRI	1
PROGRAM : DR. OZ												
RA35-64 : 0.9												
CON COM1: DR. OZ												

3-40



REP HEADLINE# 6365975  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 OCT8/12 10.18  
 \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			500A-600A PROGRAM : FOX5 NEWS 5A RA35-64 : 1.2 CON COM1 : FOX5 NEWS 5A	30		\$450.00	10/19	10/19	2		FRI	2
4			600A-700A PROGRAM : FOX5 NEWS 6A RA35-64 : 2.5 CON COM1 : FOX5 NEWS 6A	30		\$725.00	10/19	10/19	2		FRI	2
5			700A-900A PROGRAM : FOX5NWS LIV-LV RA35-64 : 2.5 CON COM1 : FOX5NWS LIV-LV	30		\$700.00	10/19	10/19	3		FRI	3
6			900A-1000A PROGRAM : MORE RA35-64 : 1.1 CON COM1 : MORE	30		\$275.00	10/19	10/19	2		FRI	2
7			1000P-1100P PROGRAM : FOX 5 NWS-10 RA35-64 : 3.9 CON COM1 : FOX 5 NWS-10	30		\$2,150.00	10/22	10/22	2		MON	2
8			400P-500P PROGRAM : DR. OZ RA35-64 : 0.9 CON COM1 : DR. OZ	30		\$350.00	10/22	10/22	1		MON	1
9			500A-600A PROGRAM : FOX5 NEWS 5A RA35-64 : 1.2 CON COM1 : FOX5 NEWS 5A	30		\$450.00	10/22	10/22	2		MON	2
10			600A-700A PROGRAM : FOX5 NEWS 6A RA35-64 : 2.5 CON COM1 : FOX5 NEWS 6A	30		\$725.00	10/22	10/22	2		MON	2

REP HEADLINE# 6365975  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 OCT8/12 10.18  
 \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			700P-730P PROGRAM : EXTRA RA35-64 : 2.0 CON COM1 : EXTRA	30		\$950.00	10/22	10/22	1		MON	1
12			700A-900A PROGRAM : FOX5NWS LIV-LV RA35-64 : 2.5 CON COM1 : FOX5NWS LIV-LV	30		\$700.00	10/22	10/22	3		MON	3
13			900A-1000A PROGRAM : MORE RA35-64 : 1.1 CON COM1 : MORE	30		\$275.00	10/22	10/22	2		MON	2
14			1000P-1045P PROGRAM : FOX 5 NWS-10 RA35-64 : 3.5 CON COM1 : FOX 5 NWS-10	30		\$1,850.00	10/21	10/21	1		SUN	1
15			1045P-1100P PROGRAM : FOX5 SPRT PLUS RA35-64 : 3.0 CON COM1 : FOX5 SPRT PLUS	30		\$1,200.00	10/21	10/21	1		SUN	1
16			1000P-1100P PROGRAM : FOX 5 NWS-10 RA35-64 : 3.9 CON COM1 : FOX 5 NWS-10	30		\$2,150.00	10/25	10/25	1		THU	1
17			400P-500P PROGRAM : DR. OZ RA35-64 : 0.9 CON COM1 : DR. OZ	30		\$350.00	10/25	10/25	1		THU	1
18			500A-600A PROGRAM : FOX5 NEWS 5A RA35-64 : 1.2 CON COM1 : FOX5 NEWS 5A	30		\$450.00	10/25	10/25	2		THU	2

9-930p

3-4p

REP HEADLINE# 6365975  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT8/12 10.18  
\*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19			600A-700A PROGRAM : FOX5 NEWS 6A RA35-64 : 2.5 CON COM1: FOX5 NEWS 6A	30		\$725.00	10/25	10/25	2		THU	2
20			700P-1100P PROGRAM : MLB: WORLD SERIES RA35-64 : 14.0 CON COM1: MLB: WORLD SERIES	30		\$9,500.00	10/25	10/25	1		THU	1
21			700P-730P PROGRAM : EXTRA RA35-64 : 2.0 CON COM1: EXTRA	30		\$950.00	10/25	10/25	1		THU	1
22			700A-900A PROGRAM : FOX5NWS LIV-LV RA35-64 : 2.5 CON COM1: FOX5NWS LIV-LV	30		\$700.00	10/25	10/25	3		THU	3
23			900A-1000A PROGRAM : MORE RA35-64 : 1.1 CON COM1: MORE	30		\$275.00	10/25	10/25	2		THU	2
24			1000P-1100P PROGRAM : FOX 5 NWS-10 RA35-64 : 3.9 CON COM1: FOX 5 NWS-10	30		\$2,150.00	10/23	10/23	1		TUE	1
25			400P-500P PROGRAM : DR. OZ RA35-64 : 0.9 CON COM1: DR. OZ	30		\$350.00	10/23	10/23	1		TUE	1
26			500A-600A PROGRAM : FOX5 NEWS 5A RA35-64 : 1.2 CON COM1: FOX5 NEWS 5A	30		\$450.00	10/23	10/23	2		TUE	2

430-8p

9-930p

REP HEADLINE# 6365975  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 OCT8/12 10.18  
 \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27			600A-700A PROGRAM : FOX5 NEWS 6A RA35-64 : 2.5 CON COM1: FOX5 NEWS 6A	30		\$725.00	10/23	10/23	2		TUE	2
28			700P-730P PROGRAM : EXTRA RA35-64 : 2.0 CON COM1: EXTRA	30		\$950.00	10/23	10/23	1		TUE	1
29			700A-900A PROGRAM : FOX5NWS LIV-LV RA35-64 : 2.5 CON COM1: FOX5NWS LIV-LV	30		\$700.00	10/23	10/23	3		TUE	3
30			900A-1000A PROGRAM : MORE RA35-64 : 1.1 CON COM1: MORE	30		\$275.00	10/23	10/23	2		TUE	2
31			1000P-1100P PROGRAM : FOX 5 NWS-10 RA35-64 : 3.9 CON COM1: FOX 5 NWS-10	30		\$2,150.00	10/24	10/24	1		WED	1
32			400P-500P PROGRAM : DR. OZ RA35-64 : 0.9 CON COM1: DR. OZ	30		\$350.00	10/24	10/24	1		WED	1
33			500A-600A PROGRAM : FOX5 NEWS 5A RA35-64 : 1.2 CON COM1: FOX5 NEWS 5A	30		\$450.00	10/24	10/24	2		WED	2
34			600A-700A PROGRAM : FOX5 NEWS 6A RA35-64 : 2.5 CON COM1: FOX5 NEWS 6A	30		\$725.00	10/24	10/24	2		WED	2

2-4P

REP HEADLINE# 6365975  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 OCT8/12 10.18  
 \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
35			700A-900A	30		\$700.00	10/24	10/24	3		WED	3
PROGRAM : FOX5NWS LIV-LV												
RA35-64 : 2.5												
CON COM1: FOX5NWS LIV-LV												
36			730P-800P	30		\$1,350.00	10/24	10/24	1		WED	1
PROGRAM : TMZ												
RA35-64 : 2.5												
CON COM1: TMZ												
37			900A-1000A	30		\$275.00	10/24	10/24	2		WED	2
PROGRAM : MORE												
RA35-64 : 1.1												
CON COM1: MORE												
OCT/12			56400.00									
CONTRACT TOTAL												56400.00
TOTAL SPOTS												63

MARKET TOTALS \$225,600 KVVU 25% KSNV 51% KLAS 4% KTNV 17% KVMY 2% KVCW 1% CABL 0% KTUD 0%

SVC- NSI  
 DEMOS- RA35-64\*